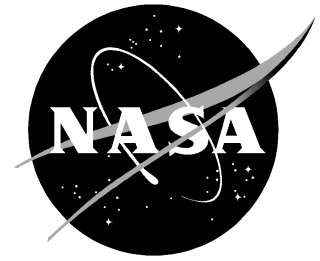


# NewsRelease

National Aeronautics and  
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**Langley Research Center**  
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**TUESDAY, MAY 1**

## **Future Challenges, Opportunities in Aerospace Engineering**

The phrase "better, faster, cheaper" (BFC) emerged in the 1990s as a new ideal for aerospace. Dr. Earl M. Murman, aerospace engineer, believes BFC offers superior substitutes for technology innovations that make up the framework for future thinking and action of aeronautical professionals in this new era.

Murman, Ford professor of engineering and co-director of the Lean Aerospace Initiative at the Massachusetts Institute of Technology (MIT), will speak at a colloquium at 2 p.m., Tuesday, May 1, at NASA Langley's H.J.E. Reid Conference Center.

**Media Briefing: A media briefing will be held at 1:15 p.m. at the H.J.E. Reid Conference Center, 14 Langley Blvd., at NASA Langley Research Center. Members of the media who wish to attend should contact Kimberly W. Land (757) 864-9885.**

Murman will discuss the innovational concepts that center on gradual product improvement specifically productivity and quality; process technology; and technological innovations. He will introduce aeronautical products that have evolved into a "dominant design" and entered the "specific phase" of their product life cycle.

Murman previously served as head of the Department of Aeronautics and Astronautics and director of Project Arena at MIT. In addition to his 21 years in academia, his aerospace engineering career includes 10 years in industry and three years at NASA Ames Research Center.

Murman is a member of the National Academy of Engineering and a fellow of the American Institute of Aeronautics and Astronautics. His professional interests include aerodynamics, systems engineering, product development, and engineering education.

The general public is invited to the Sigma Series lecture on the same topic at the Virginia Air and Space Center at 7:30 p.m., that evening.

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